

### AMENDMENTS TO THE CLAIMS

Claims 1-20 were filed originally and were pending at the time of the Office Action.

Claims 1-20 are hereby canceled without prejudice or disclaimer, claims 21-41 are new.

Claims 21-41 remain pending.

1-20. (Canceled)

21. (New) One or more computer readable storage media storing computer-implementable instructions that cause one or more processors to perform acts comprising:

determining whether a queue for a targeted recipient of a new message has more than a message queue threshold number of messages, the new message having one or more fields that identify a sender attribute of the new message;

when the queue includes more than the message queue threshold number of messages:

deleting one of the messages from the queue when an attribute message count exceeds a sender attribute threshold, the attribute message count including messages in the queue containing the sender attribute of the new message; and

adding the new message to the queue.

22. (New) One or more computer readable media as recited in claim 21, wherein deleting one of the messages from the queue when an attribute message count exceeds a sender attribute threshold comprises:

determining whether the number of messages in the queue having the sender attribute of the new message exceeds the sender attribute threshold number of messages;

deleting the oldest message in the queue when the attribute message count does not exceed the sender attribute threshold; and

deleting the oldest message in the queue having the sender attribute of the new message when the attribute message count exceeds the sender attribute threshold.

23. (New) One or more computer readable media as recited in claim 22, wherein the sender attribute of the message is a sender name, and wherein deleting the oldest message in the queue having the sender attribute includes deleting the oldest message in the queue having the sender name of the new message.

24. (New) One or more computer readable media as recited in claim 22, wherein the sender attribute of the message is a sender title, and wherein deleting the oldest message in the queue having the sender attribute includes deleting the oldest message in the queue having the sender title of the new message.

25. (New) One or more computer readable media as recited in claim 21, wherein the sender attribute includes a sender title and a sender name, and wherein deleting one of the messages from the queue based on the sender attribute of the new message includes:

deleting a message having the sender title of the new message when an attribute title count exceeds an attribute title threshold, the attribute title count including messages in the queue containing the sender title of the new message; and

deleting a message having the sender name of the new message when the attribute title count does not exceed the attribute title threshold and when an attribute name count exceeds an attribute name threshold, the attribute name count including messages in the queue containing the sender name of the new message.

26. (New) One or more computer readable media as recited in claim 25, wherein:

deleting a message having the sender title of the new message is to delete the oldest message in the queue having the sender title of the new message; and

deleting a message having the sender name of the new message is to delete the oldest message in the queue having the sender name of the new message.

27. (New) One or more computer readable media as recited in claim 26, wherein the sender title includes at least one of a system administrator, a publisher of an application, and an application itself.

28. (New) A method for intelligent message deletion, the method comprising:  
determining whether a queue for a targeted recipient of a new message has more than a message queue threshold number of messages, the new message having one or more fields that identify a sender attribute of the new message;  
when the queue includes more than the message queue threshold number of messages, then:

determining an attribute message count in the queue including messages in the queue containing the sender attribute of the new message;

when the attribute message count does not exceed a sender attribute threshold, deleting the oldest message in the queue; and

when the attribute message count exceeds the sender attribute threshold, deleting the oldest message in the queue having the sender attribute; and adding the new message to the queue.

29. (New) A method as recited in claim 28, wherein the targeted recipient is an address identifying a user, the address being independent from any particular client device.

30. (New) A method as recited in claim 28, wherein the sender attribute includes a sender title and a sender name, and wherein deleting the oldest message in the queue having the sender attribute includes:

determining an attribute name count in the queue including messages in the queue containing the sender name of the new message;

determining an attribute title count in the queue including messages in the queue containing the sender title of the new message;

when the attribute title count exceeds an attribute title threshold, deleting a message having the sender title of the new message; and

when the attribute title count does not exceed the attribute title threshold and when the attribute name count exceeds an attribute name threshold, deleting a message having the sender name of the new message.

31. (New) A method as recited in claim 28, wherein:  
deleting a message having the sender title of the new message is to delete the oldest message in the queue having the sender title of the new message; and  
deleting a message having the sender name of the new message is to delete the oldest message in the queue having the sender name of the new message.

32. (New) A method as recited in claim 28, the sender attribute comprising a user of a game console.

33. (New) A method as recited in claim 28, the sender attribute comprising a game title.

34. (New) A system comprising:  
a memory to store a queue; and  
an intelligent message deletion module to:

add a newly received message to the queue, the newly received message having one or more fields identifying a sender attribute of the newly received message; and

delete a previously received message from the queue when the queue includes more than a message queue threshold number of messages, the intelligent message deletion module deleting the previously received message based on the sender attribute of the newly received message.

35. (New) A system as recited in claim 34, wherein the queue is associated with a targeted recipient of the newly received message.

36. (New) A system as recited in claim 34, wherein the intelligent message deletion module is further configured to:

delete the oldest message in the queue when an attribute message count does not exceed a sender attribute threshold, the attribute message count including messages in the queue containing the sender attribute of the newly received message; and

delete the oldest message in the queue having the sender attribute of the newly received message when the attribute message count exceeds the sender attribute threshold.

37. (New) A system as recited in claim 36, wherein the sender attribute of the newly received message is a sender name.

38. (New) A system as recited in claim 36, wherein the sender attribute of the newly received message includes a sender name and a sender title.

39. (New) A system as recited in claim 34, wherein the sender attribute includes a sender title and a sender name, and wherein the intelligent message deletion module is further configured to:

delete the oldest message in the queue having the sender title of the newly received message when an attribute title count exceeds an attribute title threshold, the attribute title count including messages in the queue containing the sender title of the newly received message;

delete the oldest message in the queue having the sender name of the newly received message when the attribute title count does not exceed the attribute title threshold and when an attribute name count exceeds an attribute name threshold, the

attribute name count including messages in the queue containing the sender name of the newly received message.

40. (New) A system as recited in claim 39, wherein the sender title includes at least one of a system administrator, a publisher of an application, and an application itself.

41. (New) One or more computer readable media storing computer-implementable instructions that cause one or more processors to perform acts comprising:

determining whether a queue for a targeted recipient of a new message has more than a message queue threshold number of messages, the new message having one or more fields that identify a sender title and a sender name of the new message;

when the queue includes more than the message queue threshold number of messages:

deleting a message having the sender title of the new message when an attribute title count exceeds an attribute title threshold, the attribute title count including messages in the queue containing the sender title of the new message; and

deleting a message having the sender name of the new message when the attribute title count does not exceed the attribute title threshold and when an attribute name count exceeds an attribute name threshold, the attribute name count including messages in the queue containing the sender name of the new message; and

adding the new message to the queue.